

**WEAR YOUR JAGUAR**—Cole of California's new swim fashions include (left) Matlex shirred for perfect fit in a jaguar fur print cotton and (right) a bare-back beauty in the same print.

# TODAY IN *The Evening Star* WOMEN'S WORLD

SOCIETY — CLUBS — FASHIONS  
CLASSIFIED ADS

FRIDAY, MAY 27, 1955 ★★ B-1

## FASHION NOTEBOOK

### Swimsuits Help Set Stage for Summer

By ELEN

One of the better-known father-and-daughter fashion teams is that of Fred and Anne Cole.

It wasn't hard for young Anne to discover that getting into the swim of things was exactly what she wanted to do. She grew up in the midst of swimming pools, bathing suit designs, and at the age of 3 was a model for her famous daddy's swimsuits. Prior to going into the swimsuit business she had been very interested in the theater. This interest went back to the days when in the sixth grade she wrote "Miss Penny-Pincher and the Circus." It is now a tradition at the Cathay Circle Grammar School in Los Angeles where with regularity sixth graders still perform it.

In town these two days presenting a gala collection of swim fashions, Anne indorses the swimsuit line for junior figures that is pared down. Slimness and length are paramount requisites for junior-sized swimsuits she feels. Having done exhaustive research on the subject of what this group likes in swimwear she has discovered that all want fashion, fit and plenty of sophistication.

For those women who don't fall into the junior-size range of 9 to 15, she's also brought plenty of fashion news from the swimwear capital of the world, Los Angeles. A new construction now provides flexible spiral stays that come from Sweden and which never pinch, poke, or bind. For any swimmer, that's good news.

The Memorial Day week end will be the time when sun-lovers will inaugurate their season for lapping up sunshine over an extended period. Weather permitting, it may also produce the first serious sunburn of the season.

Be prepared for that first encounter with the sunny rays.

1. Get your tan gradually. Don't stay out in the direct sun for more than a few minutes at a time.

2. Use a good sun screen lotion, a preparation that will filter out the harmful rays. Oily or non-oily have a good sun preparation on hand to use.

3. Protect your head with a shady hat. Lots of zany lids are fun to wear and at the same time offer protection.

4. Don't forget your lips. They can get badly sunburned, puffed up and sore. A lip pomade will soothe them and relieve parching.

5. If you're a sailor you'd better beware! Glare from water seems to magnify the sun's rays and some bad cases of sunburn are the result of banking too much on cool sea breezes rather than adequate protection. "Til your skin is well seasoned by the sun (taken in small doses at first) wear slacks and a long-sleeved shirt for your first sailing venture.

Have a happy holiday!

#### Want Information?

Please call St. 3-5000, Ext. 502, between 9:30 and 1 p.m. for shopping information on our featured fashions.

#### Community Club Has New Officers

Mrs. Elton C. Fay has been elected president of the Woman's Club of Woodside. Other new officers are:

Mrs. Richard C. Palmer, vice president; Mrs. Bernard T. Hammett, recording secretary; Mrs. Edgar R. Mellon, corresponding secretary; Mrs. Thomas W. Hunter, treasurer; Mrs. John C. Marsh, director, and Mrs. J. Carney Howell, parliamentarian.

#### 'Disneyland,' 'Zoo Parade' Win Honors

PHILADELPHIA, Pa., May 27.—ABC's "Disneyland" and NBC's "Zoo Parade" were cited as the best television programs for youth or children at the convention of the General Federation of Women's Clubs today and ABC's John Daly and NBC's John Cameron Swayze won top honors in the TV news field.

CBS's "Let's Pretend" topped the youth or children's category for radio, while CBS's

Edward R. Murrow won first honors as a radio news man. Walt Disney also won honors in the motion picture field, with his "True Life Series," getting the "award of the year for national conservation."

Grace Kelly was among the stars honored, being cited for distinguished performance during 1954.

The awards were to be announced at a convention luncheon today at the Bellevue-Stratford Hotel.

A special award for spiritual values went to the 20th Century-Fox picture, "The Robe," which federation members considered to have "portrayed spiritual values more

powerfully than any film released in 1954-5." "Day of Triumph," Century Films, Inc., received the "award of the year for spiritual values."

An award for stressing spiritual values in the radio field went to "The Greatest Story Ever Told," ABC.

The federation presented a total of about 20 awards in the motion picture, radio and TV fields.—F. L.

#### At Homestead

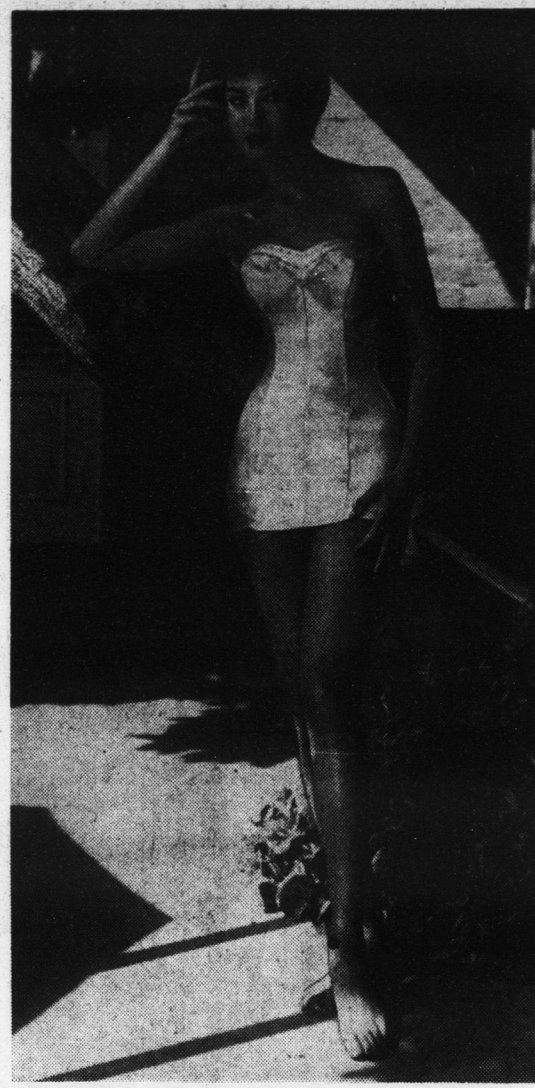
Mr. and Mrs. Harwood Martin were among the weekend arrivals at the Homestead, Virginia Hot Springs.

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**BEAUTIFUL AND SWIMMABLE**—This is another Cole design of silver-shot Lurex lastex with a glittering crown-edged bra of silver braid and imitation diamonds. Comes in white and pastels.

## GFWC Plans Safe-Driving Crusade

By FRANCES LIDE.  
Star Staff Correspondent

PHILADELPHIA, Pa., May 27.—A Nation-wide chain of telephone calls aimed at promoting safe driving over the Fourth of July week end will be sponsored by the General Federation of Women's Clubs from June 20 through June 29, it was announced today at the federation's 64th convention in the Academy of Music here.

The clubwomen hope to reach every telephone subscriber in the country through their "call for the living" safe-driving crusade, according to Mrs. J. Howard Hodge, GFWC safety chairman.

Each recipient of a call will be asked to call four persons who, in turn, will be asked to continue the chain by calling four others, in an appeal for care and courtesy in driving over the Fourth.

Mrs. Hodge will launch the campaign at 10:30 a.m. on June 20 when she will call Washington headquarters of the General Federation from her home in Midland, Tex. Mrs. Theodore S. Chapman, Federation president, expects to be in Europe on that date but will appoint a representative to receive the call.

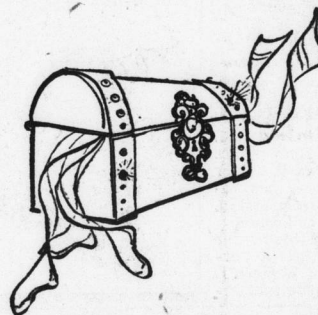
The pealing of church bells in local communities at 10:30 a.m. June 20 also will signal the start of the crusade. In addition, clubwomen will ask local clergymen of all faiths to devote at least a part of their sermon on Sunday, June 26, to safe driving.

The campaign will point up the fact that 348 persons were killed and thousands hurt last year in the Fourth of July week end traffic.

The campaign is the first Nation-wide appeal of its kind undertaken by a national organization, it was said.

The announcement was made as delegates prepared to wind up their five-day meeting

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